

REMARKS

The Official Action dated June 14, 2006, has been carefully reviewed and the foregoing remarks are presented in response thereto. Claims 1, 3, 6-9, 11, 14-17, 19, and 22-27 have been rejected on the ground of nonstatutory obvious-type double patenting as being unpatentable over claims 1-12 of U.S. Patent No. 6,947,878, in view of U.S. Patent No. 5,499,359 (Vijaykumar). Claims 1, 3, 7, 9, 15, 17, and 19 stand rejected under 35 U.S.C. §103(a) as being unpatentable over Vijaykumar, in view of U.S. Patent No. 6,490,602 (Kraemer). Claims 25-27 stand rejected under 35 U.S.C. §103(a) as being unpatentable over Vijaykumar, in view of Kraemer, and further in view of U.S. Patent No. 6,263,337 (Fayyad). Claims 6, 8, 14, 16, 22, and 24 stand rejected under 35 U.S.C. §103(a) as being unpatentable over Vijaykumar, in view of Kraemer, and further in view of U.S. Patent No. 6,430,539 (Lazarus).

Double Patenting

The Official Action states that claims 1, 3, 6-9, 11, 14-17, 19, and 22-27 are rejected on the ground of nonstatutory obvious-type double patenting as being unpatentable over claims 1-12 of U.S. Patent No. 6,947,878, in view of Vijaykumar. The present application and copending U.S. Patent No. 6,947,878, have both been assigned to NCR Corporation.

Enclosed herewith is a TERMINAL DISCLAIMER TO OBVIATE A DOUBLE PATENTING REJECTION OVER A PRIOR PATENT, USPTO form PTO/SB/26, signed by the attorney of record in the present application.

Rejection of claims under 35 U.S.C. §103(a)

The rejections of claims 1, 3, 6-9, 11, 14-17, 19, and 22-27 under 35 U.S.C. §103(a) are respectfully traversed.

Vijaykumar was cited as teaching a basket database table that contains summary information about the retail transactional data (order table, figure 5 and corresponding text), an item database table that contains information about individual items referenced in the retail transactional data (line item table, figures 4 and 5 and corresponding text), and a department database table that contains aggregate information about the retail transactional data (stock table, figures 4 and 5 and corresponding text).

The Office Action acknowledged that Vijaykumar does not disclose “the data model is mapped to aggregate the transactional data for cluster analysis of shopping behavior.” Kraemer was cited as teaching this limitation.

It is not seen that Vijaykumar teaches a department database table that contains aggregate information about the retail transactional data, or that Kraemer teaches the data model is mapped to aggregate the transactional data for cluster analysis of shopping behavior.

In stating that Vijaykumar teaches “a department table that contains aggregate information about the retail transactional data,” the Office Action referred to the stock table 540 shown in figures 4 and 5 of Vijaykumar. The only discussion in the specification concerning the stock table appears in column 12, lines 42 through 54, and in column 14, lines 27 through 47. Column 12, lines 42 through 54 is presented below:

Just as the Orders table may depend from the Customer table, the Orders table itself may have several tables depend from it. Thus, as shown in FIG. 3F, the database also includes a Line Item table (LINEITEM.DB), a Stock table (STOCK.DB), and a Vendors table (VENDORS.DB). The

Line Item table serves to store each line of information of each order; thus, each entry in the Line Item table references the Orders table through a common field, the Order No. Each entry in the Line Item table includes a Stock No, thus referencing an entry in the Stock table. Each entry in the Stock table includes a Vendor No, for referencing a particular entry in the Vendors table.

Column 14, lines 27 through 47, of Vijaykumar is provided below:

As shown in FIG. 5, a plurality of referential integrity links may be defined in this manner for the information tables of FIG. 3F (Tables 375). For instance, a referential integrity link 515 may be defined linking the Customer No field of Orders table 520 to the Customer No field of Customer table 510. Here, Customer No field of Orders table 520 is a "foreign key" linking the table to the primary key of the Customer table 510 (i.e., Customer No of the Customer table). The foreign key is the primary key of another table--the table which is to serve as the integrity reference. The Orders table 520 in turn includes a primary key, Order No, which may be used by the referential integrity link 525 to link the Lineitem table 530; the Order No field of the Lineitem table functions as a foreign key to link the two tables. As a final example, the Lineitem table 530 is linked to the Stock table 540 via referential integrity link 535, the Stock table primary key (Stock No) matching the Lineitem table foreign key (Stock No). Once the user has established referential integrity between two tables, the system automatically links them according to the referential integrity specification.

The above excerpts from Vijaykumar provide only a limited description of the stock table. However, it is clear that the stock table described in Vijaykumar is not equivalent to the database table recited in each one of independent claims 1, 9 and 17 of the present application. The stock table of Vijaykumar does not does

not contain “aggregate information about the retail transactional data,” as recited in claims 1, 9 and 17 of the present application.

In stating that Kraemer teaches “the data model is mapped to aggregate the transactional data for cluster analysis of shopping behavior,” the Office Action referred to column 7, lines 45-67, of Kraemer. The cited section of Kraemer’s specification is provided below:

EXAMPLE 4

The method of the present invention may be used to analyze the shopping behavior of the user, thereby recording valuable marketing information. In this example, detailed information about each page the consumer views may be analyzed, categorized, and stored as data used for marketing purposes in predicting future or related consumer behaviors, and for targeted advertising.

EXAMPLE 5

The method of the present invention may be used to create a virtual shopping agent to automate repetitive shopping tasks as learned by analyzing the user’s shopping habits. For example, the process of visiting their favorite retailers and looking for similar types of products can be automated for the user. Automated shopping agents may gather information on the user’s favorite product sets and retailers, may retrieve, analyze and store product webpages within the user’s account, and may notify the user when prices or product availability changes. The user benefits from increased convenience via automated and personalized shopping.

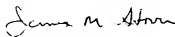
The above excerpt from Kraemer describes some of the uses of the method of providing enhanced functionality to webpages described in Kraemer. Although the cited text discusses analyzing shopping behavior, it is not seen that the cited text, or any other portion of Kraemer teaches a data model mapped to aggregate

the transactional data for cluster analysis of shopping behavior, as recited in each one of independent claims 1, 9 and 17 of the present application.

As none of the cited references teaches "a department database table that contains aggregate information about the retail transactional data," or a data model mapped "to aggregate the transactional data for cluster analysis of shopping behavior", as recited in each one of independent claims 1, 9 and 17, it is believed that claims 1, 9 and 17, as well as dependent claims 3, 6-8, 11, 14-16, 19, and 22-27, are patentable over the cited references taken singularly or in combination.

In view of the foregoing amendments and remarks, it is believed that the application is in condition for allowance. Early and favorable action is respectfully requested.

Respectfully submitted,



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